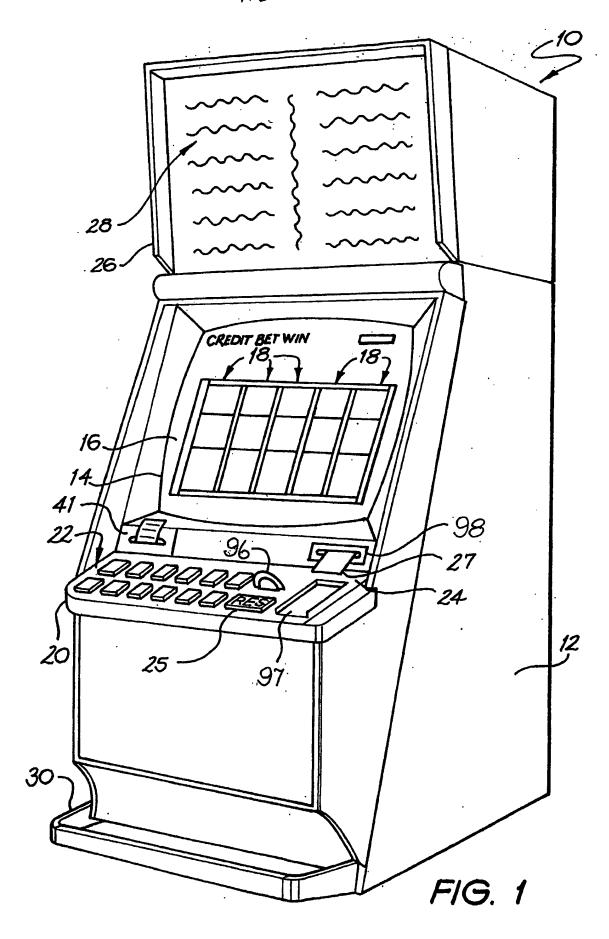
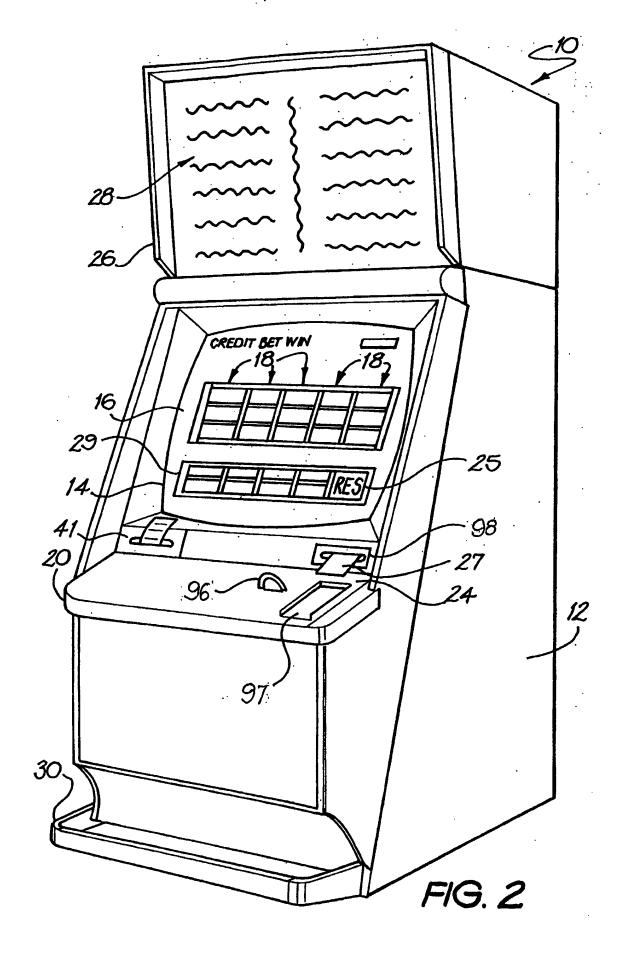
118





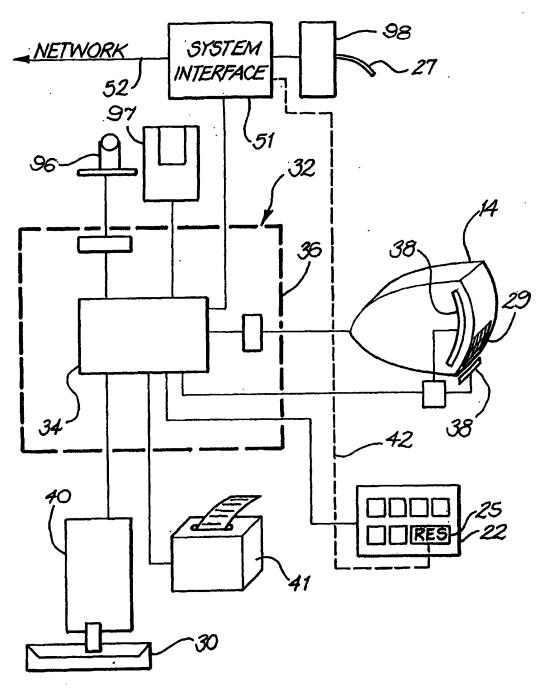
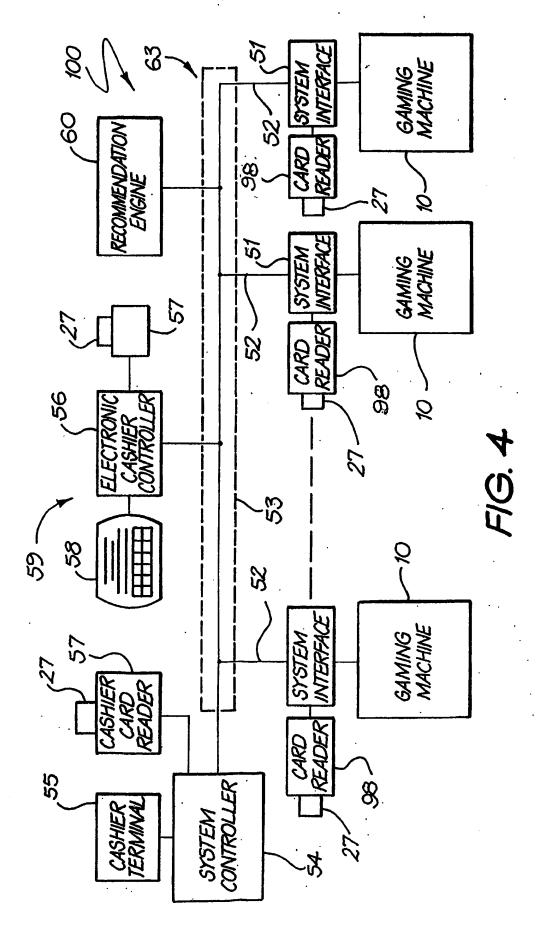
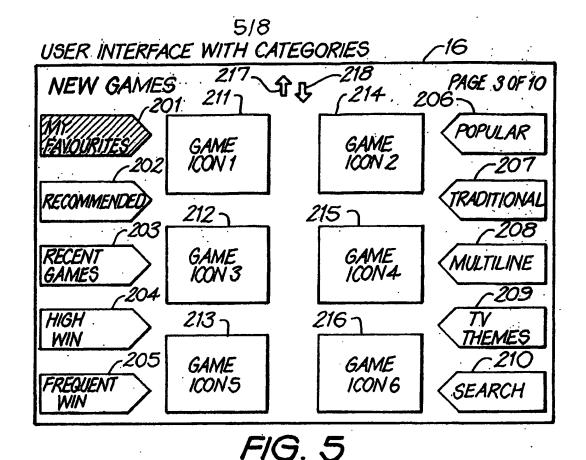


FIG. 3





USER INTERFACE WITH STICKY FILTERS -16 PAGE 10F2 311 317 8 18 314 NEW GAME 306 301 MY . POPULAR GAME FAVOURITES GAME ICON 2 302 30T-ICON 1 ADD TO MY MULTILINE 312--315 FAVOURITES 303 308-GAME GAME SEARCH THEMES ICON4 ICON3 304 309-316 FREQUENT 313-RECENT WIN GAMES 305 310-GAME GAME ICON 6 HIGH ICON 5 RECOMMENDED WIN

FIG. 6

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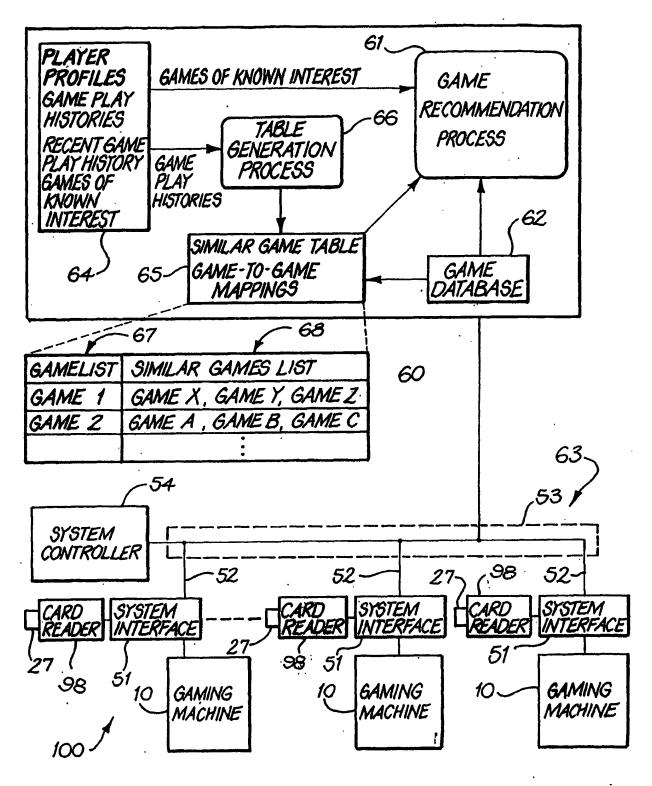


FIG. 7

7/8 GENERATE GAME 70 RECOMMENDATION IDENTIFY GAMES IN WHICH THE PLAYER HAS SHOWN INTEREST FOR EACH GAME IN WHICH THE PLAYER HAS SHOWN INTEREST RETRIEVE A LIST OF SIMILAR GAMES FILTER LISTS TO REMOVE GAMES 73 KNOWN TO BE OF LOW INTEREST COMBINE SIMILAR GAMES LISTS TO FORM A SINGLE LIST OF POTENTIAL RECOMMENDATIONS GIVE A WEIGHTING TO THE GAMES IN THE SIMILAR GAMES LIST SORT THE GAMES IN THE SIMILAR 76 GAMES LIST BY THEIR WEIGHTINGS ADD GAMES TO RECOMMENDATION LIST RECOMMEND FIRST N GAMES ON 78 RECOMMENDATION LIST TO PLAYER

FIG. 8

